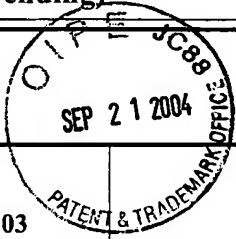

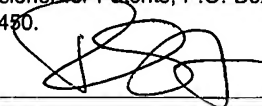


IFW

TRANSMITTAL LETTER (General - Patent Pending)			Docket No. 112703-295	
In Re Application Of: Barton et al.				
Serial No. 10/713,333	Filing Date November 13, 2003		Examiner K. Frech	Group Art Unit 2876
Title: APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE PRODUCTS				
<p><u>TO THE COMMISSIONER FOR PATENTS:</u></p> <p>Transmitted herewith is:</p> <p>Response to Office Action (4 pages); and Return Receipt Postcard</p> <p>in the above identified application.</p> <p><input checked="" type="checkbox"/> No additional fee is required.</p> <p><input type="checkbox"/> A check in the amount of _____ is attached.</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. 02-1818 as described below.</p> <p><input type="checkbox"/> Charge the amount of _____</p> <p><input checked="" type="checkbox"/> Credit any overpayment.</p> <p><input checked="" type="checkbox"/> Charge any additional fee required.</p> <div style="text-align: center; margin-top: 20px;"></div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"><div style="width: 40%;"><p>_____ <i>Signature</i></p><p>Robert M. Barrett (30,142) ATTORNEYS FOR APPLICANTS Bell, Boyd & Lloyd LLC P.O. Box 1135 Chicago, Illinois 60690-1135</p></div><div style="width: 50%; text-align: right;"><p>Dated: September 15, 2004</p></div></div>				
<div style="display: flex; justify-content: space-between;"><div style="width: 50%;"><p>CC:</p></div><div style="width: 40%; border: 1px solid black; padding: 5px;"><p>I certify that this document and fee is being deposited on 9/15/2004 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.</p><div style="text-align: center; margin-top: 10px;"> <i>Signature of Person Mailing Correspondence</i></div><div style="text-align: center; margin-top: 10px;">Renee Street <i>Typed or Printed Name of Person Mailing Correspondence</i></div></div></div>				



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Barton et al.
Appl. No.: 10/713,333
Conf. No.: 9875
Filed: November 13, 2003
Title: APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE
PRODUCTS
Art Unit: 2876
Examiner: K. Frech
Docket No.: 112703-295

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

This Response is submitted in response to the Office Action dated June 16, 2004.